# HARMOSEARCH
## the future of information services

FP7-SME-1
Project no. 262289

**HARMOSEARCH**

Harmonised Semantic Meta-Search in
Distributed Heterogeneous Databases

**SEVENTH FRAMEWORK
PROGRAMME**

## D9.1 V1.0

## Dissemination Plan

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| **RE** | Restricted to a group specified by the Consortium (including the Commission Services) | |
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## PROJECT ACRONYM: **HARMOSEARCH**

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# 1  INTRODUCTION

## 1.1 HARMOSEARCH

The HarmoSearch Project received funding by the European Union's Seventh Framework Programme managed by REA-Research Executive Agency.

At the Kickoff meeting the Project partners precisely articulated their overall aim of the activities of HarmoSearch in the mission statement:

**„Our Mission is to create an outstanding, user-oriented and flexible framework enabling information services in touristic networks!"**

The objective of HarmoSearch is to leverage the use of an existing mediation and harmonisation service for the European tourism market, called Harmonise, by adding newly developed components of clear market value addressing specific user needs. The current version of Harmonise, Harmonise 2.0, is an online service to exchange data with others partners without the need to change the local data schema. Research work is needed to develop an (semi-) automatic mapping tool, which allows users to generate mappings without any technological knowledge or mapping skills, and a semantic meta-search component, based on a semantic registry, to addresses scientific issues like mapping of search queries and intelligent routing to appropriate data sources. HarmoSearch is based on the work of past projects and activities, like Harmonise (IST 2000-29329), Harmo-TEN (eTEN C510828), a CEN Workshop Agreement (CWA 15992:2009 E), activities of the non-profit HarmoNET association, the euromuse.net project (eTEN C046229) and portals like e.g. VisitEurope.com. This project brings together five SME partners with a history in the domain and of which some have already made investments in the Harmonise system in the past. They would benefit from a broader use of the Harmonise system in general, but each partner also brings a specific need in addition. Even in a conservative business model, carefully evaluating future incomes, the project could generate additional sales on a five year horizon doubling the total project volume and exceeding the investment needed by SME partners for this project. Not considering the overall positive impact on the European tourism market by overcoming technical obstacles for new and improved services. Project results are first of all the ownership of the SME partners, while RTD partners have the right to use knowledge for their research work and other partners may use the outcomes for their networks (HarmoNET and euromuse.net)

## 2 FRAMEWORK FOR DISSEMINATION ACTIVITIES

### 2.1 INTRODUCTION

The objective of the dissemination work is to ensure that the project's research results and practical outcomes are widely disseminated in the (e-)tourism and cultural heritage community. The consortium wants to raise awareness that the lack of interoperability is not a "natural" thing, but it is a challenge with solutions at hand to overcome the problem. This shall be done by several activities and by integrating euromuse.net partners as a best practise case.

In order to achieve a high visibility of the project results across Europe and beyond, a number of carefully selected activities will be carried out by the whole consortium working together, and by each partner individually. All will contribute to the dissemination activities. An initial dissemination plan will bring together current knowledge of target audiences, existing networks and priority activities during the project. This plan will be reviewed and updated when required throughout the project.

With respect to dissemination at academic and technological layer, the main objective will make known and publish the project results and achievements across the international research communities and European industry. In order to make best use of the project results, all partners involved in the consortium will present their achievements and research findings to the academic world via publications in national and international journals, conferences, participate to workshops focusing on the technologies, tools and impact of the project activities.

### 2.1.1 [x+o] (SME partner1)

Vienna-based x+o Business Solutions GmbH was established in 2004 as a private partnership and became a private limited company in 2006. The original mission was to develop an innovative new type of project management software. This project management software is on the market on a licence fee basis ([x+o] PM-Tool) and on a rental basis (myPM-Tool). Since 2006 [x+o] is also offering consulting, training and client-tailored services with a strong focus on e-tourism solutions. This comes mainly from the history of the founder and general manager, Manfred Hackl, who has been working in the e-tourism research as a project manager and expert before and during the lifetime of [x+o]. This has thus become one of the main areas of activities of [x+o], who reached a turnover of more than 540.000,- and ahead count of more than 10 persons (9 FTE) without any external investments.

### 2.1.2 eCTRL (SME partner2)

ECTRL Solutions S.r.l. is a spin off company, founded in 2005, of the Center for Scientific and Technological Research (ITC-irst, now Fondazione Bruno Kessler), a well known Italian research institute specialized in the Artificial Intelligence and Microelectronic sectors based in Trento.

eCTRL Solutions has been founded to further develop and market the research results of the center in the fields of e-commerce and Tourism. eCTRL Solutions

activities cover three major areas: a) Advisory Systems, focused on the development of technologies for enabling the automatic recommendation of tourist products (recommender systems) and personalised adaptation of the contents; b) Mobile Applications and Tourism, whose target is to study, define and develop tourist services for mobile devices; c) Data Integration and Interoperability, focused on the integration of content providers and interoperability of the different existing applications and tourist participants.

The SUGGESTO platform, based on the Trip@dvice company's proprietary technology, is the major product commercialized by ECTRL Solutions. Trip@dvice is the most advanced recommender system explicitly designed for the tourism domain. Thanks to Trip@dvice, tourists can self bundle their travel plans by selecting the most interesting tourist products and services. Trip@dvice exploits innovative Artificial Intelligence methodologies to help tourists in their decisional process by providing personalised suggestions on tourism products matching their travel profiles.

The major projects ECTRL worked on are:

- www.visitfinland.com, the national tourism portal of Finland, where the company realized the travel planning and recommendation component of the portal. This component enables the generation of personalized recommendations on several tourism products like accommodations, activities and attractions. For supporting search and booking capabilities, it integrates the metasearch component of the portal, providing a uniform interface over the booking engines connected to the portal.
- www.visittrentino.it, the official tourism portal of Trentino, one of the major tourism regions in Italy, where the company developed the travel planning component, the search functionalities, and a middleware for integrating structured contents from external sources.
- www.atl.biella.it, the official tourism portal of the Italian Province of Biella, where a complete suite of travel planning, search, recommendation and front-end facilities have been delivered for a comprehensive portal solution.

### 2.1.3 EC3 Networks (SME partner3)

EC3 Networks GmbH is a spin-off company of the research centre E-Commerce Competence Center (EC3). The company was founded in 2004 with the aim to commercialize research results of the competence Centre and bring them to market.

As in most start-ups, this started slowly but could meanwhile develop to a dynamic process. EC3 and EC3 Networks work closely affiliated and could already score great success on European level.

Around its core area of e-tourism portals (please see "Country Portal for Finnish Tourism", "www.visiteurope.com" and "Picture Profiler") EC3 Networks predominantly engages in the field of electronic commerce. EC3 participated in Harmonize-Projects ("IST-Project Harmonise" and "eTEN-Project Harmo-TEN", please see below) and furthermore it deals with data-interoperability and data-exchange in its projects "SEMAMO" and "MEMESE", which you can find briefly described below.

EC3 Networks could already contribute its know-how and service to many interesting projects. Below a short description of selected projects that EC3 Networks has realised successfully regarding e-Tourism as well as in the context of Harmonise.

Country Portal for Finnish Tourism: EC3 Networks can compete in a public tender on European level and is commissioned with the relaunch of www.visitfinland.com or the Finnish Tourism Association (MEK).

Picture Profiler: Based on a prototype, EC3 Networks develops the Picture Profiler which is first used in practice for day trip selection for the tourism association of Upper Austria (Oberösterreich Tourismus).

www.visiteurope.com: In a European-wide public tender EC3 is successful against about 70 competitors and is awarded with the European Commission's order for the development of the European Tourism Portal. This about two million Euro project has first been presented to the public at the conference of the tourism ministers at the Viennese Imperial Palace (Wiener Hofburg).

SEMAMO: The objective of the SEMAMO (Semantic Market Monitoring) project is to make use of the increasingly growing information available at Web-based sales and marketing channels for market research, using semi-automatic analyses driven by semantic application domain models. The assumptions are that the Web may serve as a representative "picture" of the reality, and that the respective online channels map salient market developments in terms of product descriptions, distribution, promotions, and price developments; and all of this both quite accurately and in a timely manner.

MEMESE: The goal of the MEMESE (meta-meta-search-engine) project is to develop a generic, domain-independent meta-search engine that can be applied easily and fast to the specific needs of a particular domain. In order to realize this goal, the project has been split into two major parts. The focus of the first part is on the development of an infrastructure for the domain-independent meta-search engine while in the second part the development focuses on the application of the engine to a particular problem from the transportation and logistics.

Furthermore EC3 Networks has been involved in the already mentioned projects Harmonise and Harmo-TEN.


### 2.1.4 Museumsmedien (SME partner4)

Museumsmedien - a German agency- is supporting cultural heritage institutions in promoting their services with competence in multimedia and web technology and maintain their portals und data hosts, including the meta-portal euromuse.net, which is brought to the market with co-funding from the European Commission. The museums joining euromuse.net, or any other online information service in the cultural heritage sector, are in a similar situation like the tourism players, but even worse with respect to resource for activities on the electronic market. While tourism has a long lasting history in the use of information and communication technologies, this is not true for cultural heritage. They are much more in demand for easy and cost-effective ways to join the online business. This project would bring Museumsmedien in the position to offer their clients tools and support to connect with the online world and also with the tourism sector. (www.museumsmedien.de)

Museumsmedien offers internet and multimedia solutions for museums. They have an educational background in the cultural heritage sector and provide customer-tailored multimedia solutions for museums and exhibitions. The service portfolio comprises:

- Screendesign (Web/Multimedia)
- Websites (XHTML, Flash or dynamic with php/MySQL)
- Content-Management-Systems (Open Source - Typo3)
- Web data bases
- Multimedia applications for exhibitions (Director)
- Concepts and consulting for use of media

Museumsmedien develops solutions comprising didactic concepts, complex content, demanding designs and state-of-the-art technology. Museumsmedien has also developed terminal applications and deployed "audio stations" for oral history interviews, and offers training activities in the area of cultural heritage and multi media technology.

### 2.1.5 Afidium (SME partner 5)

Afidium is a consulting company specialised in the tourism industry and counts 4 members. Afidium main expertise is in the travel related system interoperability to allow GDS to front office connections, to develop online selling platforms for tour operators or vendors in general, to synchronise front and back office platforms.

Afidium has participated in the development of the XFT language (Exchange for Travel) a few years ago and is greatly involved in the evolution and implementation of XFT transactions by vendors and distributors.

Afidium has around 30 customers mostly in France, all of them in the tourism industry, ranging from Travelport and Amadeus to small tour operators of a few people, including networks, associations and service companies.

Interoperability and dynamic exchanges between companies is becoming crucial due to the emergence of online players and the needs for real time availabilities and quotes. However, many companies involved in the travel industry, even technical companies, have issues mastering new technologies like XML (and therefore and XML based languages and transformations), web services, or even classes. As a consequence, since last year we have developed (with the help of a technology partner) a platform that allows quick developments of connectors or transcoders. It is not like the Harmonise project in the sense that it still requires development, but it allows Afidium to provide quick and efficient solutions to certain customers.

On top of the interoperability consulting services, Afidium also provides project management, training, auditing services or requirement definition services.

## 2.1.6 TU-Wien (RTD partner 6)

The Vienna University of Technology will participate with the Electronic Commerce Group, which is part of the Institute of Software Technology and Interactive Systems (ISIS) and deals with rapid changes of economic and social processes as a result of electronic business and electronic commerce. It analysis enterprises and their processes as well as the entire market, and it is active in creating ideas and solutions that meet the demands of the respective stakeholders. The group follows two research streams: In the B2B domain business (processes) modelling and consequently the definition, specification and implementation of ebusiness systems are at the focus of its research. Here it combines semantic web research with Service-Oriented Architectures (SOA); especially the derivation of web service choreographies from business process models (with emphasis is on collaborative business processes). A further focus is on workflow management and the transformation of process flows to workflow descriptions. And in the domain of semantic web it looks at ontology engineering and information integration. In the B2C domain the group looks at new interaction paradigm using 3D environments as well as mobile applications. Here special emphasis is given to application domains such as etourism.

## 2.1.7 CPR (RTD partner 7)

Consorzio Pisa Ricerche (CPR) (www.cpr.it) was set up in 1987 to promote and co-ordinate the transfer of Innovative technology and expertise from the university and research environments to industry in many application areas.

Consortium members are: Tuscany Region and other local public authorities, CNR (National Research Council), ENEA, INFN (National Institution of Nuclear Physic), University of Pisa, Scuola Superiore S.Anna, Scuola Normale Superiore and Italian companies, such as Finmeccanica, Sogei, Fiat-Avio, Piaggio and Kayser-Italia.

Current R&D activities encompass a wide range of research fields including: Aerospace, Energy and Environmental, Agriculture, Robotics, Telecommunications, Multimedia and e-commerce, Software Engineering, Microelectronics, Geographical Information Systems and Language Technology.

CPR promotes and improves start-up and spin-off actions in the technological areas where relevant R&D results have been achieved. In the last 3 years CPR created 4 spin-off companies.

CPR's experience in the management of RTD, technology transfer and training projects can be summarised in more than 250 projects acquired, of which more than 100 in the framework of EU programmes.

CPR has proven by the projects carried out so far that they work successfully in the field of software engineering e-tourism, data interoperability and exchange and semantic web as well as system integration and user friendly interfaces.

Recently CPR has been involved in several projects in the e-tourism sector, such as "Route des Marchands, Villes des Marchés en Méditerranée (Mercator)" and "Musée Ouvert Méditerranéen" funded by the Interegg IIIB MEDOCC programme

CPR was one of the contracting partners of the Harmo-TEN eTEN project, the market validation of the business concept and services of the Tourism Harmonisation Network (THN), created by the Harmonise FP5 RTD project. It was the workpackage leader for the system customisation and the responsible partner for the tasks "technical installation of pilot systems" and "training of pilot users".

Moreover, CPR  is one of the founders and members of HarmoNET, the Harmonisation Network for the Exchange of Travel and Tourism Information (www.harmonet.org) and last year it was the technical responsible for the enhancements of Harmonise services which leaded to Harmonise 2.0 and to its adoption in VisitEurope.net portal and Euromuse project.

## 2.1.8 HarmoNET

The Harmonisation Network for the Exchange of Travel and Tourism Information, in short HarmoNET, is an open, not-for-profit network which invites all those who are interested in the usage as well as the further development of the unique services based on the Harmonise technology. HarmoNET is open to everybody, single persons as well as organisations.

HarmoNET has been founded in 2006 as a successor of the Harmonise and Harmo-Ten project. Currently HarmoNET has more than 30 members from the IT and tourism industry and research, bringing to the project well-known organisations like the European Travel Commission (ETC), Tiscover, the Travel Technology Initiative (TTI) and the United Nations World Tourism Organisation (UNWTO) and many more.

Some of the members are also participating in this project, like [x+o], eCTRL, EC3 Networks and CPR. They have all a track history in the development of harmonisation and mediation technologies and contribute actively to the ongoing development and improvement of the Harmonise solution and related services.

HarmoNET is participating without any personnel, since all of the work is done on a voluntary basis. But the participation of HarmoNET is important for the uptake and dissemination of results and has a vital role in the future market rollout. Members of HarmoNET participate in all major scientific and industry events and help actively promoting the new products and services.

## 2.1.9 SPK

The Stiftung Preußischer Kulturbesitz (Foundation Prussian Cultural Heritage), located in Berlin, is one of the world's major cultural organisations. The State Museums of Berlin, the State Library, the Secret State Archives Prussian Cultural Heritage Foundation, the Ibero-American Institute and the State Institute for Music Research, all with their origins in the collections and archives of the State of Prussia, are linked to form a close network for cultural transmission.

From the beginning it was scholars and artists rather than princes and kings who gave the collections their distinctive profile. Although individual treasures such as the world-famous Pergamon Altar or the bust of Nefertiti draw the attention, the encyclopaedic range and ordered structure of the collections as a whole reflect an all-embracing interest in education.

The preservation and care of the collections, their structure and development, and the continuation of academic and scientific research form the basis for a mediation of cultures with a mission to encourage learning and understanding between different peoples.

The Foundation embodies the shared governmental responsibility for culture in Germany. The Federal Government and the sixteen individual states share the legal and financial responsibility, a living manifestation of constitutional reality.

It has a highly unique character as the organisational umbrella which unites many types of cultural institutions. The State Museums of Berlin, the State Library, the Secret State Archives Prussian Cultural Heritage Foundation, the Ibero-American Institute and the State Institute for Music Research, all with their origins in the collections and archives of the State of Prussia, are linked to form a close network for cultural transmission. Together, the Preußenstiftung is an unparalleled cosmos of culture. It also includes the Institute for Museum Research, dealing with the questions of cultural heritage management, especially in museums.

## 2.2  THE DISSEMINATION STRATEGY

At the beginning of the project, the project's visual identity will be designed and presented through a characteristic and descriptive logo. See also 3.5.

Moreover, brochures, posters folders and presentations as well as smaller amount of materials for the user group with special interest will be provided. Public information about the project will be provided in a generally available Leaflet and brochure and mainly on the website.

At the start of the project, the public section of the website will be maintained content wise. This will be the primary dissemination route for the project to be presented and will enable the automatic collection of contact details on interested stakeholders to be used for dissemination purposes (e.g. via e-newsletter, workshop invitation, etc).

Different and regular dissemination channels are considered to be maintained:

- Press briefing: description of project activities, objectives and results distributed to focused media.

- Project's electronic newsletter.

- Networking, through partner contacts and networks, at national and European level.

Workshops and presentations will be organised at trade events, as well as will serve as cooperation events where the various stakeholders can present their achievements, and attract interested parties. These workshops will also become platforms to promote potential synergies and collaborations between projects or tourism entities, while the achievements of the project will be presented. Invited parties will consist of all stakeholders.

HarmoNET will make use of its member's networks (national tourism organisations, European Travel Commission, United Nations World Tourism Organisation, etc.) and

events (e-business academy, ENTER conference, etc.) to disseminate results and promote use of the service.

SPK with the euromuse.net partners will encourage museums throughout Europe to make use of the mapping tool to link with the eurmuse.net data base and promote Europe's cultural heritage easily throughout the world.

## 2.2.1 Target groups

The dissemination activities will take into account the heterogeneity of the public potentially interested in HarmoSearch solution, as well as the opportunity to highlight different aspects of the project, and to adopt specific tools and communication channels.

Identifying and prioritising the market segments are essential for targeting the most appropriate potential participants or costumers.

As a business to business solution, HarmoSearch does not directly target the final end-user of the industry's products; i.e. the tourist. The players that are identified as potentially key target segments for HarmoSearch therefore fall into the following categories:

- direct content providers,

- information intermediaries and content aggregators,

- content distributors and portals,

- tourism organisations and

- the scientific community.

**Direct content providers**. They include museums, event organizers, restaurant listings, hotels, etc.

**Information intermediaries or content aggregators** such as hotel chains, global distribution systems (GDS), central reservation systems (CRS), systems that aggregate data from different sources (same type or different types) to provide the data to others, like tour operators. They usually operate across national boundaries and interact with a number of industry partners. Tour operators generally operate as wholesalers in the industry. Their main function is to assemble the components of packages which are then sold on via travel agents. They do not provide the data to end users directly. Travel agents are the retailers of the travel industry and act as the main point of contact with the tourist, providing information and making bookings.

**Content distributors** and portals used by end users, like euromuse.net portal.

**Tourism organisations** (public or private) that do not sell but gather and promote content for others (the difference being that they do not gather to make money directly). Destination Management Organisations are typically responsible for the education, training, branding and administration related to the promotion of a destination as a tourism site and they play a significant role in the distribution of information concerning their region to industry players, the press and to the end

customer. It is quite important to address this market segment because local or regional organisation needs to gather activity and event in the regions to push to the outside world. This is true in many countries and there is a real challenge there because of the atomised population and the size of the companies providing that type of service.

**Scientific community:** This includes dissemination of research results to conferences, journals, and workshops as well as using HarmoSearch related subjects in teaching.

## 2.3  THE CHANNELS

For a successful advertisement it is necessary to exploit different communication channels, like written materials, online information and participation to events and conferences. The project partners choose 3 main channels for the dissemination strategy:

- The Website (introduction of the project, downloadable materials, project mailing lists, linking on other websites & portals, newsletters)

- Written materials (press releases, Leaflet and brochure, articles on scientific and cultural magazines, project's deliverables)

- Events and conferences (Meetings at international, national, local and project level, conferences, workshops and seminars, training about HarmoSearch)

## 2.4  PROJECT IDENTITY (LOGO, TEMPLATES, ETC.)

To present a new product on the European market which is not physical, it is absolutely essential to create a visual identity. As a first step a characteristic and descriptive logo was created by professional designers. The HarmoSearch logo, the corresponding colour theme and other graphic features, will be used on every official document or material, public or internal.

The HarmoSearch LOGO:

Used Font:

Head: FF DIN bold
Subheading: DIN Typ, 30640 Neuzeit Grotesk Light

colours for print (CMYK)
light blue: 50/15/0/10
orange: 0/60/100/0

colours for web e.g. (RGB)
blue: 004B90
light blue: 7CA2D5
orange: F07E00

**Develop a functional & friendly looking logo**

Our aim was to develop a functional logo, which delivers information about the aim of the project itself. Nevertheless we intended it to be friendly looking, using colours, which can be applied easily for web-needs – one of the most important dissemination channels of the project.

But the logo also fulfils printing needs for the planned Leaflet brochure and poster and it can be printed in black/white too, without loosing too much information.

Another design objective is the possibility to make it easy for placing it on different websites, for promotional purposes. In most cases it is easier if the logo is rectangular and elongated, without colour gradients.

# 3   COMMUNICATION FLOWS

## 3.1 INTERNAL COMMUNICATION (MAILING LISTS, THE KICK OFF MEETING, PARTNER MEETINGS, SKYPE-CONFERENCES)

The kick off meeting of the project took place in Vienna on 6-7 December 2010.

Following the kick off meeting the mailing list of all project partners was created, to keep in close contact with all partners. Monthly skype conferences will be held on different topics. Depending on the topic which will be discussed, different partners (or all) will participate.

The next physical project meeting will take place in Pisa in the end of March. Further meetings will take place during the project lifecycle.

## 3.2 EXTERNAL COMMUNICATION

### 3.2.1 The European Commission

**Objectives:** to inform the commission and to guarantee the alignment of the project with the general Community.

**Main products and channels**

Administrative documentation, financial statements and any other reporting requested by the EC contract.

Events: these will be announced to the mailing list, by sending the agenda of the event or the link to the event's website, together with preliminary communication releases; the website will be the most important channel for the dissemination of events' information.

### 3.2.2 Tourist boards, tourism organisations and networks

**Objectives:** to inform tourist boards and organisations about the benefit of HarmoSearch and to present the results of the project.

Each project partner active in the tourism sector will specifically promote the benefits of the technology developed within HarmoSearch among the company's potential customers during the marketing campaigns of their commercial products, as an additional advantage prospected to tourism boards, destination management organizations, tourism networks as well as smaller tourism operators for solving interoperability problems and for data circulation and retrieval. HarmoSearch will be quoted in the brochures and in the technical documents describing the products and the competence of the SME partners of the project, as well as during the presentations given at fairs or at technical workshops with potential customers.

SMEs in the HarmoSearch consortium will also promote the benefits of project results among their own network of industrial partners for further distribution or integration in subsequent joint industrial initiatives.

**[x+o]** is cooperating with tourism experts / consultants and stakeholders like European Travel Commission or HarmoNET.

**EC3 Networks** is working on projects together with organisations like hotel associations, national and regional tourism organisations, and similar entities, where the project and its proposed outcomes can be promoted and communicated. The same way it can promote the project at tourism trade events like ENTER conference or World Travel Market. EC3 is typically present at:

- ENTER conference
- Word Travel Market (London)
- NoFrills (Bologna)

**HarmoNET** has a broad network of stakeholders from the tourism sector: NTOs, ETC, UNWTO, technology companies and academia in the tourism domain, etc. The project will be promoted in this network at internal and external events and via newsletters.

**Main products and channels**

- Promotional material specifically addressed to above described actors.
- Events: an enlarged mailing list of interested users will be created; the events will be announced to the mailing list, by sending the agenda of the event or the link to the event's website, together with preliminary communication releases; the project-website will be the most important channel for the dissemination of events' information.
- Publications for large dissemination: published on paper and online, and in any case downloadable on the website.

### 3.2.3 Museums and Museum Organisations

**Objectives**: to inform about the existence of HarmoSearch and its development throughout the duration of the project; to show the benefit for museum organisations.

**Main products and channels:** promotional material specifically addressed to Museums and Museum Organisations.

A mailing list of interested users in this sector will be established. Events, like conferences, will be will be announced through the list and linked to the projects website . The website, the print media and professional and personal  advice will be the major channel for the dissemination.

The project partner SPK and Museumsmedien are close related to Museums and Museum Organisations

**SPK**

The cultural heritage sector will be addressed with the euromuse.net network with around 400 museums from all over Europe participating. The museums within this network exchange information on their exhibitions and publish them on the European euromuse.net exhibition portal.

The interest of the euromuse.net network is to reduce the effort in data exchange by using easy data exchange techniques which work without additional editorial effort. The euromuse.net project especially targets the (cultural) tourism sector, which is again very interested in information from the cultural heritage sector. By the way - The preconditions for automatic data exchange on the technical level are quite poor on many museums.

Euromuse.net is one of the partners in the HarmoNET network and keeps a strong working relationship with HarmoNET. Museums and museum organisations will thus be contacted via the euromuse.net network.

**Museumsmedien**

In addition to the work for several Museums, Museumsmedien is working for various museums organisations like the German Museums Association, the nationwide interest group for museums and museum staff, the Museums Association of Saarland, the Museums Association of Lower Saxony and Bremen and the International Museum Day in Germany. It is expected that this circle of customers will be very interested about the HarmoSearch project.

### 3.2.4 Other Organisations

**Objectives**: all partners are looking forward, to bring HarmoSearch to new fields of application. But some opportunities where HarmoSearch could be applied will be developed during the project.

### Project Management Domain

When the project results will become more mature X+O wants to evaluate the use of the solution also in the project management domain and would then disseminate the project in this community via partners and events.

### Research Projects

The HarmoSearch consortium will actively foster the dissemination of results and the cross-fertilization with other EU-funded research projects or upcoming proposals for an adoption of HarmoSearch technology to favour further, future, research advancements.

### Business Support Organisations

CPR is member of the Enterprise Europe Network (http://www.enterprise-europe-network.ec.europa.eu), which brings together business support organisations from across 47 countries to help small companies to make the most of the business opportunities in the European Union. One of the EEN network's sector group is the Tourism and Cultural Heritage sector, which brings together research and commercial applications related to this field.

### Other Organisations

There are several other organisations the partners are in contact with. E.g. there are technology partners that are active in the tourism domain and partners from research and education, like Modul University in Vienna.

### 3.2.5 End Users

**Objective:** to inform about the existence of HarmoSearch.

**Main products and channels:**

- Promotional material: specific promotional stuff to be planned.
- Events: an enlarged mailing list of interested end users will be created; the events will be announced to the mailing list, by sending the agenda of the event or the link to the event's website, together with preliminary communication releases; the website will be the most important channel for the dissemination of events' information.
- Publications for large dissemination: they will primarily be online published and downloadable by the website.

## 3.3  PROJECT WEBSITE

A project communication website will be designed to be an attractive and up-to-date information source for all kinds of news regarding the project, and to make available materials such as papers, presentations and deliverables. The aim of the website is the knowledge transfer of the HarmoSearch project to spread the information about HarmoSearch in an appealing and understandable way. Knowledge transfer means to give detailed information in two ways:

- for those who are interested in technical aspects
- for those who are interested in non technical aspects.

As HarmoSearch itself, the website should be easy to use. On the first level all information should be easy to understand. Charts and pictures will explain its functionality.

Nevertheless you can find on the website a deeper view in the technique HarmoSearch is using. After visiting the website it should be clear what the benefit of using HarmoSearch is.

All digital dissemination materials are provided on the website, e.g. the brochure, the poster and the Leaflet.

There is an internal area with useful project materials for all project partners. E.g. partners can download the logo for their own print products in different resolutions. For accessing to this area a login will be required.

The Website has the following draft structure:


**Navigation:**

HarmoSearch

Partners

Events

Publications

HarmoSearch Manual

Training Material

Project Deliverables

Newsletter

Downloads

Links

Contact us


**Meta Navigation:**

RSS Feed

Home

Search

Contact

Partner-Login

Imprint


For the HarmoSearch website 4 domain names have been registered:

www.harmosearch.com
www.harmosearch.net
www.harmosearch.org
www.harmosearch.eu

## 3.4 DISSEMINATION THROUGH DOCUMENTS AND WRITTEN MATERIALS

It is very important to spread the information about the new Harmonised Semantic Meta-Search "HarmoSearch", also through conventional channels. For this purpose it is planned to create a variety of printed materials.

### 3.4.1 Word template

The created Word template makes sure, that all internal documents written in the project are published in the project corporate identity (CI). It is essential to present all written materials in the project CI to guarantee a unique appearance.

### 3.4.2 Power Point Template

HarmoSearch will be presented by the partners in several conferences and training seminars. For these presentations it is very useful to have a power point template based on the projects CI. The use of Power Point is very common and pages are easy to fill with content. A designed PPT enables each partner to present or publish different content in the project shape.

### 3.4.3 Leaflet

The use of Leaflets for advertisement is quite old and has been proven to be very effective for distribution of news or products. Leaflets are easy to give to somebody, without explanation or technical support.

The HarmoSearch-Leaflet will be two sided to give an overview about HarmoSearch, the Mission Statement, the objectives, the partner and whom to contact to get in touch with it. The Leaflet will be like a snapshot – one moment to capture everything vital about HarmoSearch. It is guaranteed that the Leaflet is designed according the project's CI.

### 3.4.4 Brochure

Designed in the projects CI, the brochure will summarise the project methods, objectives, and benefits. It will be available both on paper and on line on the HarmoSearch website and it can be distributed by partners to give a brief presentation of the project to the public.

The brochure offers the possibility to disseminate more information than the Leaflet. The brochure will be six sided and will include:

- Detailed information about HarmoSearch
- Previous clients of the partners
- Probably statements from some partners
- Any awards or press coverage the project has received
- Diagrams
- Contacts

### 3.4.5 Poster

The Poster will be developed mainly for the use on conferences, trainings, and on events.

The large-format poster will designed effectively to attract the specific audience and communicate the focused message of HarmoSearch. The HarmoSearch poster will capture attention.

The design-cooperation of Leaflet, brochure, PowerPoint for digital presentation – all designed in the project's CI - makes the general impression very serious.

## 3.5 PARTICIPATION IN EVENTS, CONFERENCES, TRAINING SEMINARS

The HarmoSearch project will be introduced and mentioned on events organized by the Institute of Software Technology and Interactive Systems as well as events held by the e-Commerce Group in particular.

The HarmoSearch project will be introduced and mentioned on relevant events organized by CPR too. Examples include:

- A conference organised by CPR with the municipalities of Pisa and Livorno on tourism services in Tuscany (Livorno, Italy, end of April 2011)
- Events organised in the scope of CINEMA (Central Italy Network to Enhance coMpetitive business Activities - http://www.cinema-een.eu) – a consortium led by CPR which acts as a contact point of the Enterprise Europe Network – together with CPR's partners like PromoFirenze and the department of tourism and cultural heritage of CNR (Rome)

We identified the following conferences and journals as potential candidates for publishing HarmoSearch related findings and contributions:

- ENTER eTourism Conference
- Journal of Information Technology & Tourism (JITT)
- IEEE Intelligent Systems
- EC-Web
- Communications of the ACM
- International Conference on Semantic Systems (I_SEMANTICS)
- International Semantic Web Conference (ISWC)
- Journal on Data Semantics

- IEEE International Conference on Web Services (ICWS)
- Business Information Systems (BIS)
- Ontologies, DataBases, and Applications of Semantics (ODBASE)
- Cooperative Information Systems (CoopIS)
- IEEE International Conference on Data Engineering (ICDE)
- ACM SIGMOD/PODS
- Applied Ontology, an Interdisciplinary Journal of Ontological Analysis and Conceptual Modeling
- FET11 Conference & Exhibition, Budapest, Hungary, 4-6 May 2011
- E-Challenges 2011, Florence, Italy, 26-28 October 2011

Futhermore HarmoSearch will be mentioned and introduced on events where euromuse.net will be presented, e.g. at:

- MAI-Tagung (www.mai-tagung.de) → Museums and the Internet Conference

The members of HarmoNET are constantly present at tourism events throughout Europe and will be asked to promote the project at those occasions.

The findings of the HarmoSearch project will be used in several lectures and seminars held at the Vienna University of Technology.

## 3.6  PARTNERS WEBSITES

All partners, involved in the HarmoSearch Project have a specific interest to promote HarmoSearch. A short presentation of HarmoSearch and a link to the project website will be present in all partner websites:

www.museumsmedien.de                www.isis.tuwien.ac.at

www.ec3networks.at                www.euromuse.net

www.xpluso.com                www.smb.museum/ifm/

www.cpr.it                www.ectrlsolutions.com

www.afidium.com                www.suggesto.eu

www.ec.tuwien.ac.at                www.suggesto.net

www.tuwien.ac.at

The HarmoNET partners are asked to promote the project via there own websites.